

A revolution is now occurring in the electricity business that mimics the computer and telecommunications industries. Emerging renewable resources – solar photovoltaics, small wind turbines, fuel cells and solar thermal electric systems – are soon to become the counterpart to cell phones and lap top computers.

These energy sources are commonly referred to as **"distributed generation"** because the sources are distributed throughout a region. They can be connected to the grid, operate as distinct stand-alone systems, or be part of new micro-grid systems offering premium power quality.

California New Economy businesses require premium grade electricity. Recent **price spikes**, deregulation, and global climate change, all suggest that innovative firms play a larger role in managing their own energy supply and demand. The California Energy Commission's Emerging Renewable Buy-Down Program offers rebates that can cut in half the costs of cutting edge technologies that can help your business compete.

California's grid is less than 99.9% reliable when New Economy firms require 99.9999% reliability.



Resources

Apply For Emerging Renewable Buy-Down Rebates

Find out if you are eligible for state financial incentives that can cover up to 50 percent of initial investment costs of solar photovoltaics, small wind turbines, fuel cells and solar thermal systems.

California Energy Commission
1-800-555-7794

www.consumerenergycenter.org/buydown

Helpful Contacts

California Solar Energy Industries Association
PO Box 782
Rio Vista, CA 94571
949-709-8043
www.calseia.org

U.S. Fuel Cell Council
1625 K Street, NW, Suite 725
Washington, DC 20006
202-293-5500
www.usfcc.com

American Wind Energy Association
122 C Street, NW, Suite 380
Washington, DC 20001
202-383-2500
www.awea.org

Check Out What The Federal Government Offers

The U.S. Department of Energy is a good source of information on current news, policies, regulations and barriers to clean distributed generation.

www.eren.doe.gov/distributedpower/



CALIFORNIA ENERGY COMMISSION

1516 9th Street, MS-45
Sacramento, CA 95814-5512

Emerging Renewable Technologies



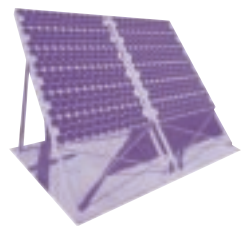
How to Cut Your Renewable Energy Costs in Half

The California Energy Commission Buy-Down Program

Wind power is the fastest growing power source in the world.

SOLAR PHOTOVOLTAICS

Solar photovoltaics rely upon silicon semi-conductors to convert sunlight directly into electricity.



FUEL CELLS

Fuel cells rely upon a chemical reaction to generate electricity and heat. Fuel sources include digester gas, hydrogen, biogas and landfill gas.



SOLAR THERMAL

Solar thermal technologies include parabolic troughs and dish stirling systems. They rely upon the sun to heat liquids, creating steam to drive a turbine or engine.



SMALL WIND TURBINES

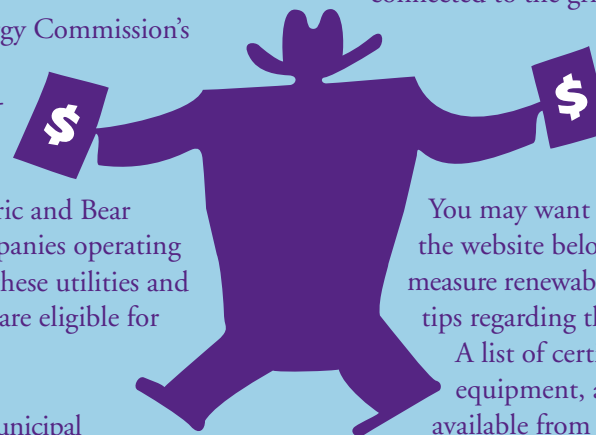
Small wind turbines convert the kinetic energy of wind into electricity.

How To Connect With Current Solutions

There are several things to consider before applying for the California Energy Commission's Emerging Renewable Buy-Down rebate.

Funding for the California Energy Commission's Buy-Down Program is collected from ratepayers of these investor-owned utilities: Pacific Gas & Electric, Southern California Edison, San Diego Gas & Electric and Bear Valley Electric. Only those companies operating within the service territories of these utilities and being served as retail customers are eligible for buy-down rebates.

Businesses served by their own municipal utilities are not eligible for the Energy Commission buy-down rebates. However several municipal utilities, including those serving the cities of Los Angeles, Sacramento, Santa Clara and Palo Alto, have their own programs to reduce the costs of solar photovoltaic (PV) systems.



The four renewable energy technologies eligible for the buy-down – solar PV, small wind turbines, fuel cells (powered by non-fossil fuels), and solar thermal electric systems – must be connected to the grid. Before applying for a rebate, consider whether there is enough sun, wind or alternative fuel available to justify investing in one of these renewable energy systems.

You may want to call one of the retailers listed at the website below. They should be able to help measure renewable resources and give you technical tips regarding the mechanics of installation.

A list of certified products, retailers selling equipment, and financing companies are all available from the California Energy Commission.

If interested in applying, please call 1-800-555-7794 or visit www.consumerenergycenter.org/buydown

Solar photovoltaics generate electricity when we most need it – during summer peaks in demand.

You Have The Power To Change The World

- 1** Your firm can secure 99.9999% reliability without jeopardizing local public health and contributing to the global climate change threat.
- 2** Bring IT into your energy strategy by linking the latest software to hardware to gain efficiency and save money.
- 3** Provide new sustainable energy development models for your community.
- 4** Become an energy producer and hands-on energy manager.

Commercial customers can further reduce solar PV system costs by 30% or more with a 10% federal tax credit, a 5-year accelerated depreciation schedule, and loan interest deductions.

Fuel cells are projected to supply as much as 20 % of commercial and industrial power within the next decade.